

**THE STRENGTHS AND WEAKNESSES  
OF PUBLIC RELATIONS OFFICER  
AT SOLO GRAND MALL  
IN ACCOMPLISHING THEIR RESPONSIBILITIES**



**FINAL PROJECT REPORT**

**Submitted as a Partial Requirement in Obtaining Degree in the English  
Diploma Program, Faculty of Letters and Fine Arts,  
Sebelas Maret University**

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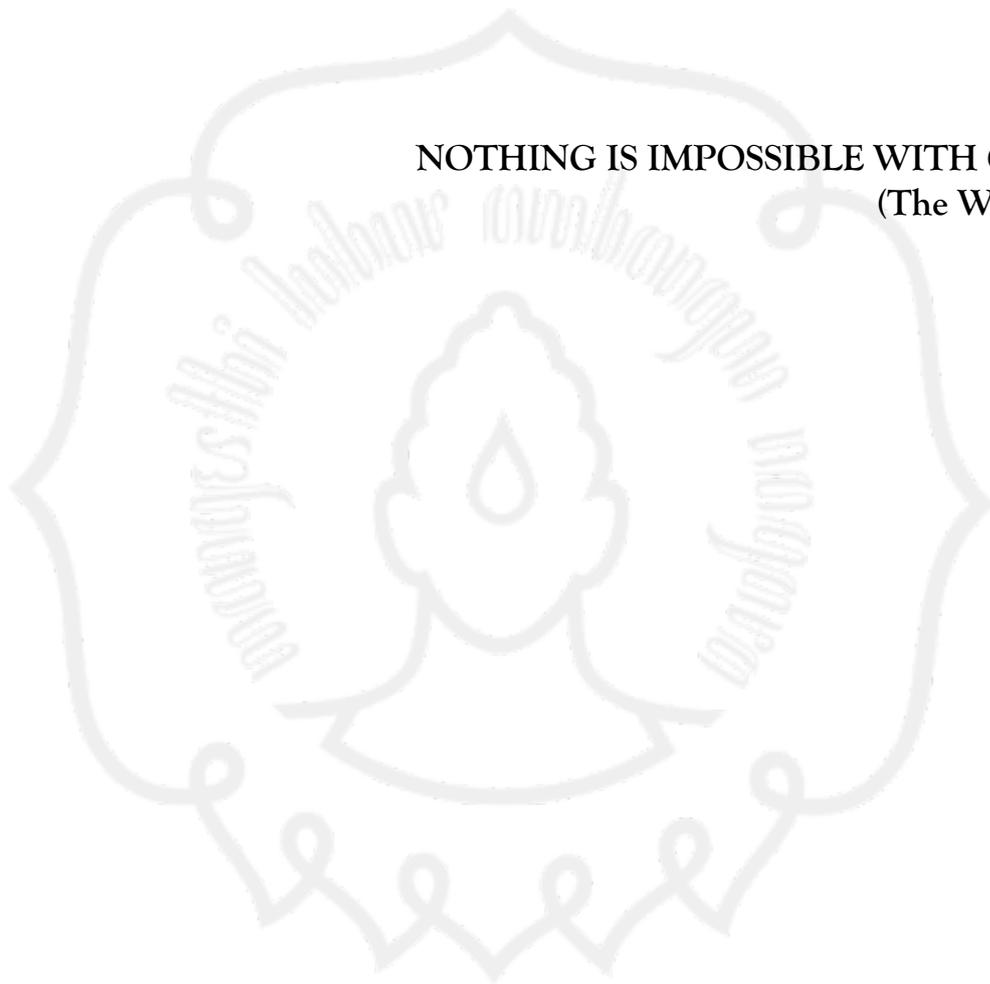
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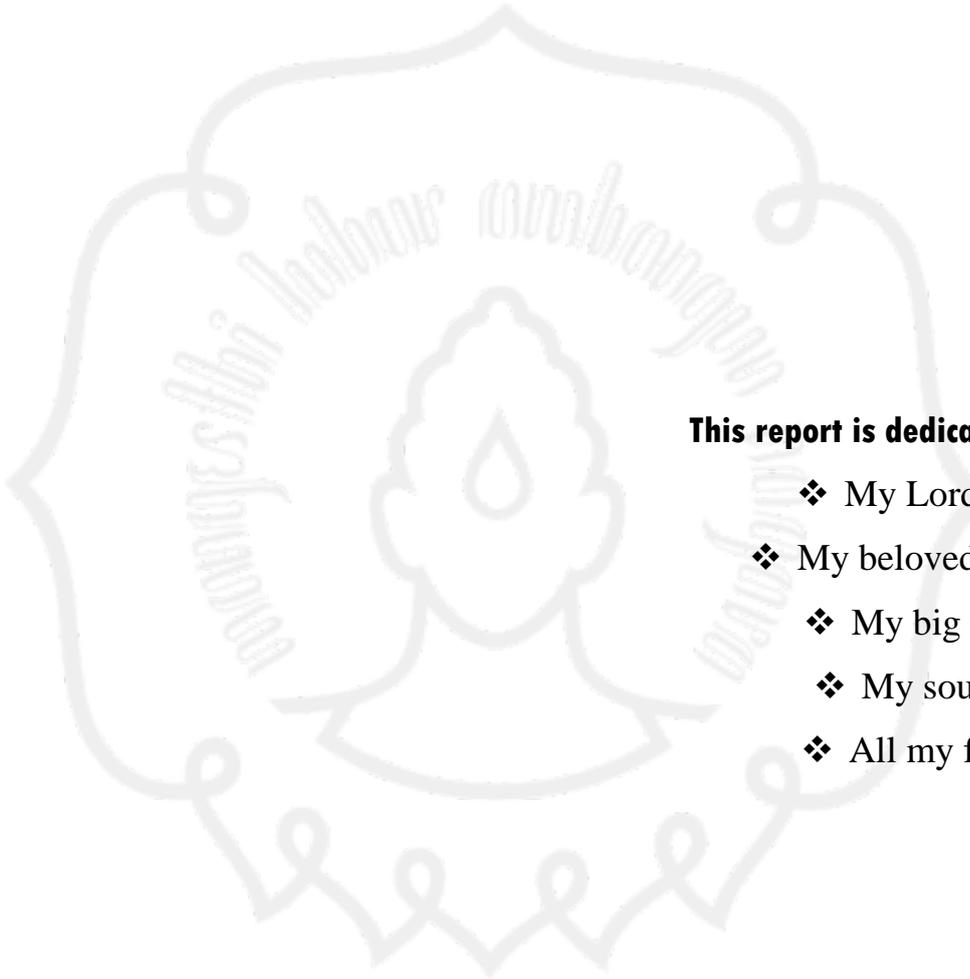
## MOTTO

**Give the best for Jesus Christ!  
(The Writer)**

**NOTHING IS IMPOSSIBLE WITH GOD  
(The Writer)**



## DEDICATION



**This report is dedicated to:**

- ❖ My Lord Jesus
- ❖ My beloved Mom
- ❖ My big family
- ❖ My soul mate
- ❖ All my friends

## PREFACE

This report is written by the writer to fulfill the requirement in obtaining the English Diploma III Degree. The writer did the job training in the Public Relations Division of Solo Grand Mall.

The writer chooses this as the place for having job training because she wants to learn the practice of Public Relations itself, especially in the mall.

In this report, the writer explains the responsibilities of Public Relations Division in doing the job to create a good image from the public and maintain it.

The writer realizes that this report is far away from perfect. She will appreciate and accept any advises and critics. At least, she hopes that this report will be useful for all those who are interested in Public Relations.

Surakarta, 28 July 2009

The Writer

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Surakarta, July 2009

The  
writer

## ABSTRACT

**Rika Christine, 2009. The Strengths and Weaknesses of Public Relations Officer at Solo Grand Mall in Accomplishing Their Responsibilities. English Diploma Program, Faculty of Letters and Fine Arts, UNS.**

This final project report is written based on the job training done at Solo Grand Mall within 2 months in the Public Relations Division.

The objectives of this final project report are to describe the responsibilities of Public Relations Officer in Solo Grand Mall and to describe the strengths and the weaknesses of Public Relations Officer in Solo Grand Mall.

The writer concluded the responsibilities of Public Relations Officer in Solo Grand Mall into three points. They were: Arranging and distributing news, press release, and many kinds of articles to be consumed by the media and the public, being active in all social activities and events held by the management of Solo Grand Mall, and managing the activities of the media partner dealing with Solo Grand Mall activities.

The writer found the strengths and weaknesses of Public Relations Officer in Solo Grand Mall. The strengths are the Public Relations Officer in Solo Grand Mall has high discipline to do their responsibilities, a function to maintain a good networking between the media partners of Solo Grand Mall, and creativities to make the events more exiting for the publics. On the other hand, the weaknesses are lost coordination within the partners in handling events and no evaluation between the Public Relations Division.

Hopefully, this final project report can be beneficial to all the readers especially those who are interested in Public Relations job.

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

Communication is very important in human life. It is not only a way to express something but also to interact with others. There are two ways of communication methods, they are spoken and written. Both of them are used by Public Relations to create a good relationship between the organization and the public or costumers. For this reason, an organization or company should have a Public Relations Officer because it has an important role to the management development. It has a role as communication medium such as delivering the information to the public, accepting the information from the public and of course creating good image of the company or organization. They have to be able to process information and then maintain it well to the public and learn about the public needs and demand. Public Relations play its role in two sectors, internal and external area. The examples of internal area are General Manager (GM), stakeholder, supervisor, employees, and the staff. While the examples of the external area are society, press, government, institution, etc.

Public Relations is about reputation – the result of what you do, what you say what others say about you. Public Relations practice is the discipline which looks after reputation – with the aim of understanding and support, and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between organization and its public ( Kristina, 2006: 1).

Nowadays, an organization or company has to be more competitive, because the demands and the needs of the community are quite high and various. In this situation, Public Relations are forced to do some efforts to get trust from customers and partners. They need to have a strong reputation in order to get public credibility. In building positive image, service is a substantial asset to get it because service is a product that is simultaneously consumed by public. As a result, it influences public opinion and may create a good public opinion and also a good public image as well. In this case, the costumer's satisfaction is the priority.

Public Relations Division has to be able to handle all of the problems which are related to both the organization or company and the public. In general, there are only some companies in Indonesia that have placed Public Relations under the top executive as an important division.

Solo Grand Mall which is the first biggest mall in Solo has a Public Relations Division which is joined with the Marketing and Communication (Marcom) Division, including the Event and Promotion (E & P) Division to maintain public confidence and positive image. So, this big division can do altogether not only promoting and selling but also having responsibility for handling anything dealing with customers. To know more about the activities and the role of Public Relations, the writer is interested in having job training in Public Relations Division in Solo Grand Mall. Therefore, this final project is entitled “THE STRENGTHS AND WEAKNESSES OF PUBLIC RELATIONS OFFICER AT SOLO GRAND MALL IN ACCOMPLISHING THEIR RESPONSIBILITIES”.

### **B. Objectives**

The objectives of the report are:

1. To describe the responsibilities of Public Relations Officer in Solo Grand Mall
2. To describe the strength and the weaknesses of Public Relations Officer in Solo Grand Mall.

### C. Benefits

This report is expected to be beneficial for:

1. The writer

During the job training, the writer have got a lot of experiences in making the report about the activities of Public Relations Officer in Solo Grand Mall, so this report can be used as an additional knowledge to the world of work in the future.

2. The Management of SGM

This report is such a way to be considered as a suggestion for a better coordination in the management, so they can maintain the all activities well.

3. The Readers

Hopefully, the readers can find out the activities and the role of Public Relations Officer in Solo Grand Mall to their own work and knowledge about Public Relations. It can be an additional guidance and information in making final project.

## CHAPTER II

### LITERATURE REVIEW

#### A. Definition of Public Relation

There are some definitions of Public Relations according to the expert. Based on The Editor PR News, Denny Grisworld, in 1948 says that Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual organization with the public interest and plans to execute a program action to earn public understanding and acceptances ( Soemirat & Ardianto, 2007: 12).

Further, Fraser P. Seitel as The Senior Vice President and Director of Public Affairs the Chase Manhattan Bank, explains that Public Relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between organization and its public; involves the management of the problems or issues ; helps management to keep informed on and responsive to public opinion ; defines emphasizesteh responsibility of management to serve the public interest helps management keep abreast of and effectively utilize change, serving as an early morning system to help anticipate trends ; and uses research and sound and ethical communication technique as its principal tool's. ( Soemerat & Ardianto, 2007: 13).

For comparison, John E. Marston in his books “Modern Public Relations (New York: Mc Graw-Hill, 1979) states that Public Relations is planned, persuasive communication designed to influence significant public ( Ruslan, 2000: 5).

Based on the definitions above, we can conclude that Public Relations is some efforts to create a positive reputation of the company to the public and maintain the public communication as for the acceptances from the public itself.

### **B. Functions of Public Relations**

According to Cutlip et.al (1999), the functions of Public Relations are:

1. to support the management activities to reach the organization goal
2. to build harmonize relationship between organization with public
3. to create two-way communication with spreading information from organization to the publics and distributing public’s opinion to the organization
4. to serve the publics and to advice the organization chairman to the public importance

Public Relations in its function are about communication relationship and public trust. Public Relations Officer has to know their real functions in the organization or company to establish a better public understanding by giving certain information and a good service for them.

### C. Roles of Public Relations

As a communication medium, Public Relations Officer plays some roles to the management development. It is a must for them to create a good relationship between organization or company and the public.

In *Effective Public Relation 8<sup>th</sup> Edition*, Cutlip, Center and Broom stated that the roles of Public Relations are:

#### 1. Communication Technician

As a communication technician, the Public Relations Officer has to write and to edit employee newsletters, to write news releases and feature stories, to develop web-site content and to deal with media contacts.

#### 2. Expert Prescribe

It is considered as the authority on Public Relations problems and solutions. The role of the Expert Prescribe is viewed as the authority on what needs to be done and how it should be done. This role is called to solve the crisis situations throughout any program. It hinders the diffusion of Public Relations thinking throughout the organization.

### 3. Communication Facilitator

The communication facilitators are as listeners and information brokers. They serve as liaisons, interpreter and facilitate by removing barriers in relationships and by keeping channels of communication open. The goal is to provide both management and publics the information they need for making decisions of mutual interest. The role of communication facilitator is involved as information sources and the official contacts between organization and public.

### 4. Problem-solving Facilities

Problem-solving facilities are to define and to solve problems. It becomes part of the strategic planning process to understand program motivations and objectives, to support strategic and tactical decisions to make the changes and to provide the resources needed to achieve program goals.

Related to the statements above, Public Relations play some role in two sectors, internal and external. They have to be able to do both, handling and solving the problems faced in those sectors. Communication ability is really significant for the job position of Public Relations Officer. By communicating appropriate communication, they can make themselves relax and try to get the best solution for solving some problems or situation.

#### **D. Activities of Public Relations**

The aims of Public Relations are raising and developing a favorable image for the organization or company of product and services for the stakeholder. In its application, a Public Relation Officer has to do strategically in each activity to reach it.

According to Cutlip, Center and Broom, there are four activities done by Public Relations Division in management process, they are:

1. Defining the problem (or opportunity). This first step involving probing, and monitoring knowledge, opinions, attitudes, and behaviors of those concerned with the effected by acts and policies of an organization.
2. Planning and programming. This second step of the management process is making decisions about program, objectives, actions and communicating based on the information that the Public Relations get in the first step. This is the answer of the questions, “Based on what we have learned about the situation, what should we change, or do say?”
3. Taking action and communicating. The third step involves implementing the program of action and communication designed to archive the specific objectives for each of the publics to accomplish the program goal.
4. Evaluating the program. The final step in the process involves assessing the preparation, implementation, and result of the program.

In short, each step of the process is important and continually process as the other. The Public Relation Officer has to be active and objective to handle the organization or company well.

### **E. Public Relations in Marketing**

Some people consider that Public Relations is similar with Marketing. In fact, they have different concept. According to Cutlip, Center and Broom, “Marketing is the function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider.” (Cutlip, Center & Broom, 2007:7)

While, promotion is a part of marketing process by introducing and promoting the company’s product in order to take attention and increase sale of the products by persuading the public. According to Oxford dictionary, promotion is advertising or other activity to increase the sale of something.

In practice, marketing consist of coordinate program of research, product design, packaging, pricing, promoting, and distribution. The goals are “to attract and increase the attention and satisfy customers (or clients) on a long-term basis in order to archive an organization’s economic objectives. Its fundamental responsibility is to build and maintain a market for organization’s product or services.” (Baron & Haris, 1995:2). Therefore, Public Relations Officer in planning marketing must focus on the activities and the media to introduce and promote the products or services to the public.

The role of Public Relations can be more effective in supporting the activity of Marketing by having a good planned program. A good planned program can decide the target of the program, so the company's goals can be reached. Public Relations in planning marketing to reach some target, they are:

- a) The public can know the brand of the company's product by conducting the promotion program.
- b) Introducing new products or services and add some information about the product or services.
- c) Increasing a life style product like making the message of commercial break or selling promotion more perfect with adding some information.
- d) Maintaining a positive image of products and services.
- e) Identifying the target audience to be reached. ( Soemirat & Ardianto, 1999:154).

#### **F. Definitions of Mall**

Previously, there were exclusive shopping centers where a customer could move around the quaint shops or blocks and choose whatever they want. A shopping mall is no different, only larger. A mall is a building or sometimes a set of buildings with a number of retail outlets.

The difference lies in the interconnecting corridors or walks that enable customers to access each unit and move back and forth, if needed, before investing in any particular product or service. The visitors can walk from unit to unit and relax at the in-between sit-outs or snack bars as they shop! The shopping malls are also referred to as retail parks or shopping area.

Shopping center or mall is used to identify a building or a set of buildings in one location which is contains various independent vendors or many independent stores with variety brands. They are all connected by walk ways that might be closed or opened to facilitate mall's visitors the convenience of getting to one store from another safely and easily. ( Andyono, 2006: 19)

According to Beddington Nadine, Mall is a path for the pedestrian which is completed with some retail shops and retail shops and connected with the managements of activity. ( Dewi, 2004: 11)

Based on the Solopos, mall is a kind of shopping center. It is not only a place for shopping, but also a place for recreation or refreshing. Mall can be called the cheapest recreation place but fun. ( Solopos, April, 27<sup>th</sup> 2003).

In short, shopping center or mall is a building which contains retails units with connecting walkways enabling visitors to easily walk from unit to unit.

## CHAPTER III

### DISCUSSION

#### A. General Description of Solo Grand Mall

##### 1. General Description

Operating since December 3<sup>rd</sup> 2004, Solo Grand Mall comes to be the pioneer mall in Solo. Solo Grand Mall offers *one stop shopping family, entertainment and recreation concept*. Besides providing shopping facilities for the customers, Solo Grand Mall is also completed by many kinds of entertainment facilities and recreation for the family, like billiard, Cineplex and children playing area. It is under PT. Sarana Griya Prasana Bangun which gives those facilities to complete their needs efficiently because they do not need to move to other location to reach the product.

Solo Grand Mall has a strategic location in the central of Solo City which is the commercial integrated area in Solo, Jl. Slamet Riyadi No. 273 Solo. It is the main way and also the central of business area which has highest economic value comparing to the other city. In this area, there is a lot of businessman that might be able to make cooperation with, such as: Hotel, Restaurant, Bank, Office, Meeting Building, etc.

This trade center is built on the area more or less 11.000 m<sup>2</sup> consist of 7 floors, the total area of the building is 63.972 m<sup>2</sup> including the parking area 25.063 m<sup>2</sup>. The most favorite place in Solo Grand Mall is The Food Court area which is 4.800 m<sup>2</sup> with the rate of the visitors grade is about 15.000-25.000 people each day.

While the 7 seven floors are:

a. Basement

It consists of Hypermart which the big tenants anchor in Solo Grand Mall and parking area.

b. Ground

Here is the Atrium, the main place to hold the events for most and also there are some other big tenant anchors that join with Solo Grand Mall, such as Bread Talk and Matahari Departement Store.

c. First Floor

In this floor, there are some fashions and accessories shops like Metta Fashion, Naughty Accessories, Mode Collection, Celcius, etc.

d. Second Floor

The second floor consists of Kharisma Book Store and the other fashion shops, such as Ferry International, Benhill, Maugust, etc.

e. Third Floor

This floor consists of two floors; there are third floor and third floor mezzanine. In the third floor is special for the food court area that provide many kinds of food from Solo, and also the techno zone which is a place for technology like hand phone, laptop, camera, etc. while the third floor mezzanine is special for the Intro Café and Lounge.

f. Fourth Floor

Similar to the third floor, the fourth floor is divided into two floors; there are fourth floor that consists of the entertainment and recreation family like Solo Billiard Center (SBC) and Grand Cinema 21, and the fourth floor A for the management office of Solo Grand Mall.

g. Parking Area

At the top floor of Solo Grand Mall, there is a big parking area in the fifth floor.

As a shopping center, Solo Grand Mall does not only become a place for shopping but also become a cultural public space, where the tradition and modern cultural values met. It is proven by some exhibitions of art and tradition held in Solo Grand Mall, such as dance performance, gamelan concert, traditional games at mall, etc.

Solo Grand Mall is always close to the characteristics of Solo people and the value of Indonesian which always care for the local intelligence of Solo. It is not surprising that Solo Grand Mall becomes the icon of Central Java Mall. On the other words, Solo Grand Mall wants to answer the future challenge of the multicultural society.

## 2. Vision of Solo Grand Mall

Being a progressive company in providing product and service with the best qualities to fulfill customer's needs and having some good influences to the environment around is the vision of Solo Grand Mall.

## 3. Mission of Solo Grand Mall

Solo Grand Mall has two missions on producing the business, they are:

- a. Creating long period relationship and giving profitable relation between the owner, employees, costumers and also suppliers as a strategic partner.
- b. Being an innovative continuously as an aspirator in its field and also managed by the best / qualified human resources and oriented to the satisfy costumers through the product and the services which has highest quality and discipline.

#### 4. Motto of Solo Grand Mall

Come to Solo with the high occupancy grade, Solo Grand Mall has a nice motto to support the productivity of working, “Completing *Your Life*”. Also the tagline “*Ayo ke mall...Solo Grand Mall!*” (*Let’s go to the mall...Solo Grand Mall*) it is expected to the publics or visitors to choose Solo Grand Mall as the one destination to shopping.

#### **B. Activities during Job Training**

The writer did the job training started on March 1<sup>st</sup>, 2009 and ended on May 2<sup>nd</sup>, 2009. During the job training in the Public Relations Division of Solo Grand Mall, the writer did the activities that had relations with the Public Relations field. The writer’s working hours in Public Relations Division were Monday to Friday at 09.00- 17.00 and Saturday at 09.00- 15.00. All the writer’s activities in Public Relations Division of Solo Grand Mall had the purpose to develop and practice her ability in Public Relations field that had been obtained in university. In implementing the job training, the writer was guided by the Public Relations Officer itself.

The activities of the writer are:

##### 1. Clipping news about Solo Grand Mall

Everyday, the writer was asked to collect news about Solo Grand Mall and also the news about the competitor activities to be compared with it from the newspaper provided and then looking for the news about Solo Grand Mall then clipping it in the certain paper.

During 2 months, there are a lot of events in Solo Grand Mall. The writer prepared news material that will be printed for the media of Solo Grand Mall, such as: Solopos, Joglosemar, Jawapos Radar Solo, etc. The steps to make a press release is by typing, editing and would print. Press release which has been printed out then sent to the local newspapers.

## 2. Making articles to the newsletter of Solo Grand Mall

Solo Grand Mall has an internal monthly newsletter named “Warta Belanja Solo Raya”. It consists of 8 pages information about Solo Grand Mall itself from fashion, gallery, culinary, sport, lifestyle, business forum, technology and of course all events held in Solo Grand Mall during that month. It is also the media to promote some certain tenants about their products or services because sometime the costumers do not know it at all.

## 3. Visiting some media partners of Solo Grand Mall

As a big mall, Solo Grand Mall’s management has to make a good relationship with their partner because it is such a great way to help promoting Solo Grand Mall’s product and service itself. This is the role of Public Relations Officer which is creating and making a comfortable communication between the management and the partner. There are some mass and electronic media partners visited by the writer and the Public Relations Officer itself, such as: Kompas, Jitu, El- Shadday Fm, Ria Fm, etc.

#### 4. Attending the events of Solo Grand Mall

There are a lot of events held in Solo grand Mall during the writer did the job training. They are: “Pengundian Belanja Berhadiah Kerjasama Bank Mandiri dengan Solo Grand Mall” at March 14<sup>th</sup>, 2009 with special guest is Joeniar Arief, “Yamaha MX Fussion” at March 28<sup>th</sup>, 2009, “A Mild Live Wanted” at April 13<sup>rd</sup> -14<sup>th</sup>, 2009 with the special performance by “Hello Band”, “Roadshow 3 Menuju Bintang” at 27<sup>th</sup> April 2009, etc.

Public Relations Officer is a medium communication between the management and the media who wants to report the events.

#### 5. Press Gathering with Solopos and Jawapos Radar Solo

During March and April, Solo Grand Mall invited two of their mass media partners to have gathering at mall; they are Solopos and Radar Solo. It is held to strengthen the good relationship between the staff of the company to make a better communication in the next cooperation.

#### 6. Being an operator telephone in the office of Solo Grand Mall

It is an internal communication inside the management. The writer transferred the calls both inside and outside the management.

After the writer did the job training in Public Relations Division of Solo Grand Mall, she got a lot of experiences in working field, especially in Public Relations job. The writer learnt how to make a press release, articles to be published in the newsletter, clipping and work in team.

## C. Discussion

### 1. Public Relation Division in Solo Grand Mall

Developing a good communication to create public opinion is one of the Public Relations Officers job. They have to be able to communicate well directly and indirectly and being a medium for communication among the management and giving the information about Solo Grand Mall effectively, so the public can give their nice opinion to the management itself.

Besides, the Public Relations Officer has to realize that a good image of the company does not only depend on the building, its presentation, its publication, anything else, but also depends on the reliability of the company itself, the strength of the company to survive and the continuity of progress made by the company that can be monitored and evaluated.

### 2. The Responsibilities of Public Relations in Solo Grand Mall

Every job has its responsibility which is a must to do to the development of the company or organization itself. At the same time, Public Relations Officer has some responsibilities in implementing the job. As we know, Public Relations can be called as a tool to create good image of the company or organization from the public. This division has a strength to influence the public's opinion seems to be good as the expectation.

In its job, Public Relations Division in Solo Grand Mall has some responsibilities, they are:

**a. Arranging and distributing news, press release, and many kinds of articles to be consumed by the media and the public.**

Solo Grand Mall has an internal newsletter, named “Warta Belanja SoloRaya” that is published monthly inside and outside the mall. This is a kind of mini newspaper to give some information about Solo Grand Mall, especially promoting some unpopular tenant who joined there to the customers. The Public Relations Division begins to determine the news and then visit the main source to get information about the product and service.

They have to be able to write something to become a worthy and interesting article to be consumed by the public. In this case, the Public Relations Division is helped the Division of Event and Promotion to get some pictures supporting the articles. After everything is complete, the newsletter is ready to be distributed.

Besides making a newsletter, the Public Relations Division has to make an update news and press release to the media. It is an important responsibility to do, because the public can know the activities of Solo Grand Mall by reading the news or the press release.

Moreover, Solo Grand Mall has cooperation with Jawapos Radar Solo in providing the articles about Solo Grand Mall. There is a rubric called “Management Menjawab” (The Management Answers), it is a good way to have sympathy from the public with their attendance in this rubric. They can express their complaint, suggestion or any other thing in the program and the management will provide the solution or explanation about certain issues.

**b. Being active in all social activities and events held by the management of Solo Grand Mall.**

In building a good image from the publics, the Public Relations Division has responsibility to handle CSR (Corporate Social Responsibility). It is held to show that the management of Solo Grand Mall gives some participation with the condition and situation around the mall by visiting some places and making some activities to entertain them.

At the same time, events are also important to get the opinion from the public. For this job, Public Relations Division joined with the Marketing Communication (Marcomm) to manage the events monthly. They have to be there while the events are held and giving accurate information clearly about it for the media who report the events. Public Relations Division is a medium of communication between the management and the media.

**c. Managing the activities of the media partner dealing with Solo Grand Mall activities**

In cooperation, there are some mutual relations between the company who join or work together. By having some good cooperation in some business activity, Solo Grand Mall can fulfill the needs and satisfactions of the publics efficiently. So, getting positive image from publics cannot be separated from the role of media partner.

Not only the customers or the publics which have to be satisfied by the product and service, but also the partners to handle the cooperation itself. To give the appreciation of the partner's work, management of Solo Grand Mall has some ways to do it. This is also the Public Relations's responsibilities, managing the visit of the media partners, mass and electronic media. While the printed media partners are Solopos, Suara Merdeka, Jawapos Radar Solo, Joglosemar, etc. and the electronic media partners are El-Shadday Fm, TA TV, Ria Fm, Metta Fm, etc.

### **3. The Strengths and Weaknesses of Public Relation Officer in Solo Grand Mall**

#### **a. The Strengths**

- The Public Relations in Solo Grand Mall has high responsibility in doing their job. They always try to do the best in their duties. It is important to apply their responsibilities in creating the positive image from the public by giving the accurate information on each event to both public and also media. If it is necessary, they have an extra working hour to cover the job and report the all activities along the day. On the other words, the Public Relation Officer has a good discipline to handle their entire job.

- Public Relations has a function to maintain a good communication in making some cooperation with the partners of the company. In Solo Grand Mall, The Public Relations Division has strength to make networking or link with the media partners of Solo Grand Mall. It is proven that there are so many media both printed and electronic which has some cooperation with Solo Grand Mall itself.

- There are a lot of events held in Solo Grand Mall, such as exhibitions, music performances, scientific expo, etc. Solo Grand Mall has division to manage it besides the Public Relations itself; it is Marketing Communication Division (Marcom). They work together as a team work. The Public Relations Division not only helping to prepare the event but also developing their creativities to make the event more interesting and enjoyable.

**b. The Weaknesses**

- In applying the job position as Public Relations Division, the Public Relation Officer often lost coordination with the Marketing Communication Division as the partner. In some cases, Public Relation Division did not know the events clearly from their partner who has responsibility to make it. They did the task by themselves without any coordination with others; as a result the events did not work well.
- The Public Relations Division of Solo Grand Mall is covered by one person only. To do all the responsibilities and the various jobs in the mall, she works independently. So, after there are some events held, there is no evaluation between the Public Relations Division to improve their ability in handling the event to be more maximal.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Solo Grand Mall is the first biggest mall in Solo which is located in the center of Solo. The writer did job training in Public Relations Division of Solo Grand Mall for two months. Based on the discussion of the topic in the previous chapter, the writer concluded:

1. There are some responsibilities in doing the job of Public Relations Officer in Solo Grand Mall. They are:
  - a. Arranging and distributing news, press release and many kinds of articles to be consumed by the media and the publics. It is important to do to make the public knows everything about Solo Grand Mall.
  - b. Being active in all social activities and events held by the management of Solo Grand Mall. It can be more efficiently to create a good image by attending it.
  - c. Managing the activities of the media partners dealing with Solo Grand Mall activities. For example: visiting the media partners of Solo Grand Mall as a reward and honor in doing the cooperation together.

2. The strength and weaknesses of Public Relations Officer in Solo Grand Mall.

a. The Strengths

- The Public Relations has a good discipline in doing her job to create positive image from the public.
- The Public Relations Officer maintains some good links between the media partners and Solo Grand Mall itself.
- The Public Relations Officer has creativities in making the events of Solo Grand Mall more interesting.

b. The Weaknesses

- The Public Relations Officer often lost coordination with the partners in handling some events.
- There is no evaluation in Public Relations Division because there is no partner in the same division.

**B. Suggestion**

The writer wants to give some suggestions to:

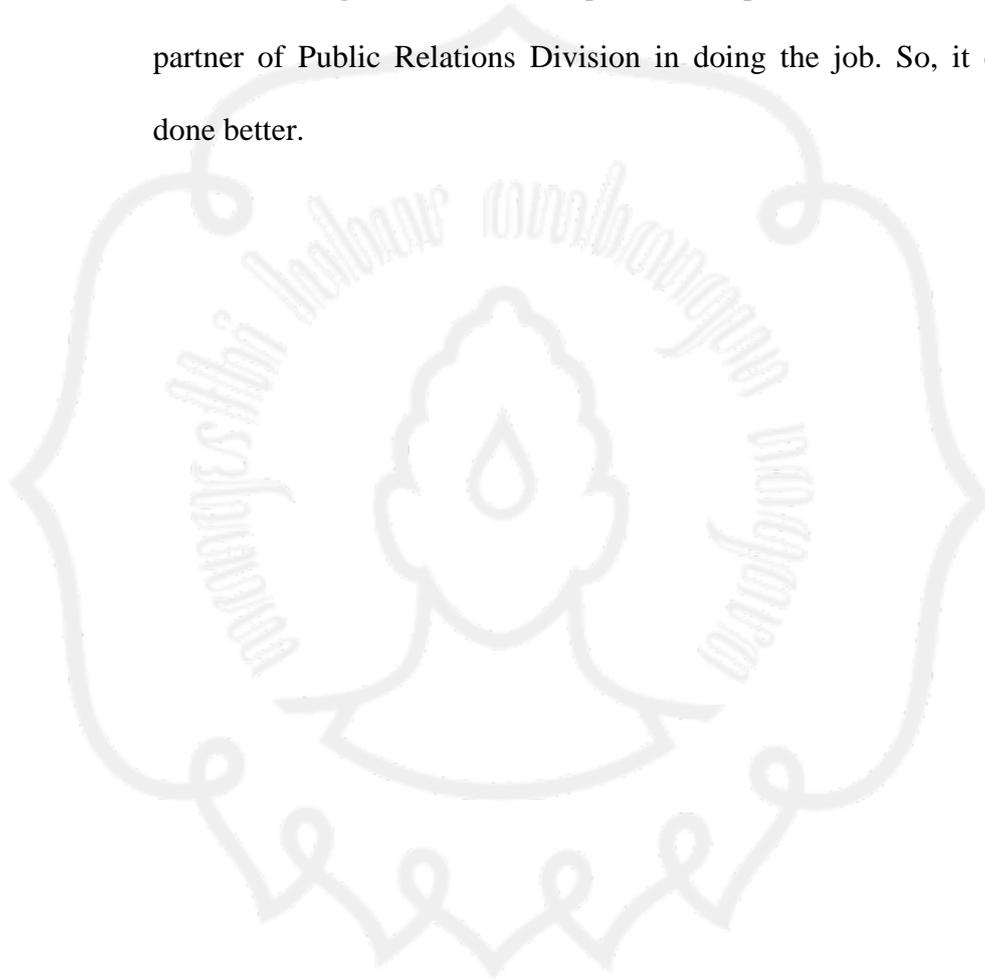
1. Public Relations Division in Solo Grand Mall.

- a. The Public Relations Officer has to increase her awareness in making coordination with Marcom Division as her partner to handle the events and activities. So, everything can be done better if there is a well prepared between them.

- b. The Public Relations Officer should make some evaluations after doing certain events, at least with the Marcom Division. As a result, they can evaluate and consider the good and bad things to next better events.

## 2. The Management of Solo Grand Mall

- The management should require more personnels to become a partner of Public Relations Division in doing the job. So, it can be done better.



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# APPENDICES



PRESS RELEASE

Kepada Yth.  
Tim Redaksi  
Di tempat

## **MX Fusion – Menjaring Komunitas MX sekaligus Ajang Ekspresi Anak Muda Solo**

Pusat perbelanjaan Solo Grand Mall bekerjasama dengan Yamaha menggelar sebuah acara bertajuk MX Fusion. Acara yang bertujuan untuk menjaring komunitas pemakai Jupiter MX dan juga mengapresiasi kreatifitas ini ditargetkan bagi konsumen Jupiter MX, baik pria maupun wanita yang berusia antara 17-30 tahun. Serangkaian event dalam MX Fusion ini akan diselenggarakan pada tgl 28 Maret 2009 di area food court Lt.3 SGM mulai pk.10.00-21.00 WIB. Adapun contains program acara MX Fusion adalah sebagai berikut :

- *Gala Aksi untuk Juara :*  
Kompetisi bagi para pelajar SMU/SMK yang terbagi menjadi 3 aksi yaitu :
  1. Battle Dance Competition  
Kompetisi modern dance dengan acuan penilaian kreatifitas koreografi, kekompakan koreografi, dan ilustrasi musik/soundtrack. Dipilih 3 tim terbaik dengan hadiah :
 

Juara I	: Rp 600.000 ,- + Sertifikat.
Juara II	: Rp 600.000 ,- + Sertifikat.
Juara III	: Rp 400.000 ,- + Sertifikat.
  2. Basket Freestyle/Jugling Competition  
Acuan penilaian adalah kreatifitas koreografi, kemampuan skill, ilustrasi music/soundtrack. Dipilih 3 orang pemenang dengan hadiah :
 

Juara I	: Rp 300.000 ,- + Sertifikat.
Juara II	: Rp 250.000 ,- + Sertifikat.
Juara III	: Rp 200.000 ,- + Sertifikat.
  3. Cheerleader Competition  
Acuan penilaian adalah kreatifitas koreografi, kekompakan koreografi, ilustrasi music/soundtrack. Dipilih 3 orang pemenang dengan hadiah :
 

Juara I	: Rp 600.000 ,- + Sertifikat.
Juara II	: Rp 600.000 ,- + Sertifikat.
Juara III	: Rp 400.000 ,- + Sertifikat.
- *Apresia Sang Juara* adalah bentuk surprise yang ditujukan bagi para mahasiswa/ mahasiswi angkatan 2003 keatas yang juga merupakan pengguna Jupiter MX yang memiliki nilai IPK 3 ke atas yang dibuktikan lewat transkrip nilai. Mulai tanggal 19-27 Maret 2009 pihak Yamaha akan

hunting para peserta di PTS/PTN di Surakarta, menjaring para peserta untuk ikut berpartisipasi. Peserta yang terjaring berhak mengajakserta 3 orang temannya untuk mengikuti games The Real Winner di food court SGM pada tgl 28 Maret 2009 pk.16.00 WIB.

Selain aneka kompetisi, acara ini juga dimeriahkan dengan percussion dan capoeira performance serta Jupiter interaktif show yang dapat diikuti oleh 10 orang penonton pemakai Jupiter MX dengan menunjukkan STNK. Tak hanya sebagai ajang yang mewadahi kreativitas anak muda, acara ini juga sebagai bentuk support bagi salah satu pembalap muda andalan Indonesia yaitu Donny Tata. Bentuk support itu berupa Board Signature yang berukuran 2x6 m yang ditempatkan di railing lt.3 SGM. Para peserta dapat memberikan tanda tangan serta kata-kata motivasi untuk mendukung pembalap berprestasi tersebut.

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0271-725111 / 0815 4854 5246

**PRESS RELEASE :**

Kepada Yth.  
Tim Redaksi

**1 Unit Grand Livina untuk Pemenang Undian**

Program belanja berhadiah “Solo Grand Mall & Traditional Shopping Festival” kerjasama antara SGM dan Bank Mandiri Regional Card Center memasuki tahap akhir pengundian. Setelah undian tahap ke-3 sebelumnya diadakan pada bulan Januari 2009 lalu, pengundian grand prize akan dilaksanakan pada tanggal 14 Maret 2009 di atrium Lt. dasar SGM.

Program yang telah berlangsung sejak tanggal 10 Maret 2008-10 Maret 2009 berlaku bagi para customer SGM yang melakukan transaksi belanja menggunakan kartu kredit maupun tunai di seluruh outlet-outlet SGM. Untuk pembelanjaan tunai minimal transaksi 200 ribu rupiah akan mendapatkan 1 kupon undian, berlaku kelipatannya. Sementara untuk transaksi dengan menggunakan kartu kredit minimal pembelanjaan adalah senilai 100 ribu rupiah. Khusus untuk transaksi dengan kartu kredit Mandiri berhak mendapatkan 3 kupon undian, sedangkan transaksi menggunakan kartu kredit lainnya akan mendapatkan 1 kupon saja dan berlaku kelipatannya.

Adapun pengundian tahap akhir ini akan memperebutkan grandprize yaitu 1 unit mobil grand livina. Acara yang akan dimulai dari pukul 12.00-selesai ini akan dimeriahkan oleh penampilan dari Joeniar Arif dimana hit singlenya telah merajai tangga lagu di seantero tanah air. Sementara rangkaian acara pengundian ini akan diawali dengan pameran Mandiri Power Buy Roadshow di atrium Lt. dasar SGM mulai tanggal 10-14 Maret 2009.

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